

# Visitor Information Transfer of Good Practices

## Vidzeme Tourism Associaton - Latvia

Valis Resort, Agria, Greece  
September 11, 2014



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# Structure of the Visitor Information Session

- Presentation Visitor Information GP topic – 20 min.
- Visitor Information Video – 8 min.
- Questions and Answers section – 5-10 min.
  
- Presentation by Counsell de Mallorca - 5-10 min.
- Presentation by Antoni Bosch Oliver, SEEMORE project, Mallorca
- Presentation Ilias Katsikaros & Iris-Efcharis Katsikarou, Questlayer, Greece
  
- Discussions – 15-20 min.
- Conclusions – 10 min.



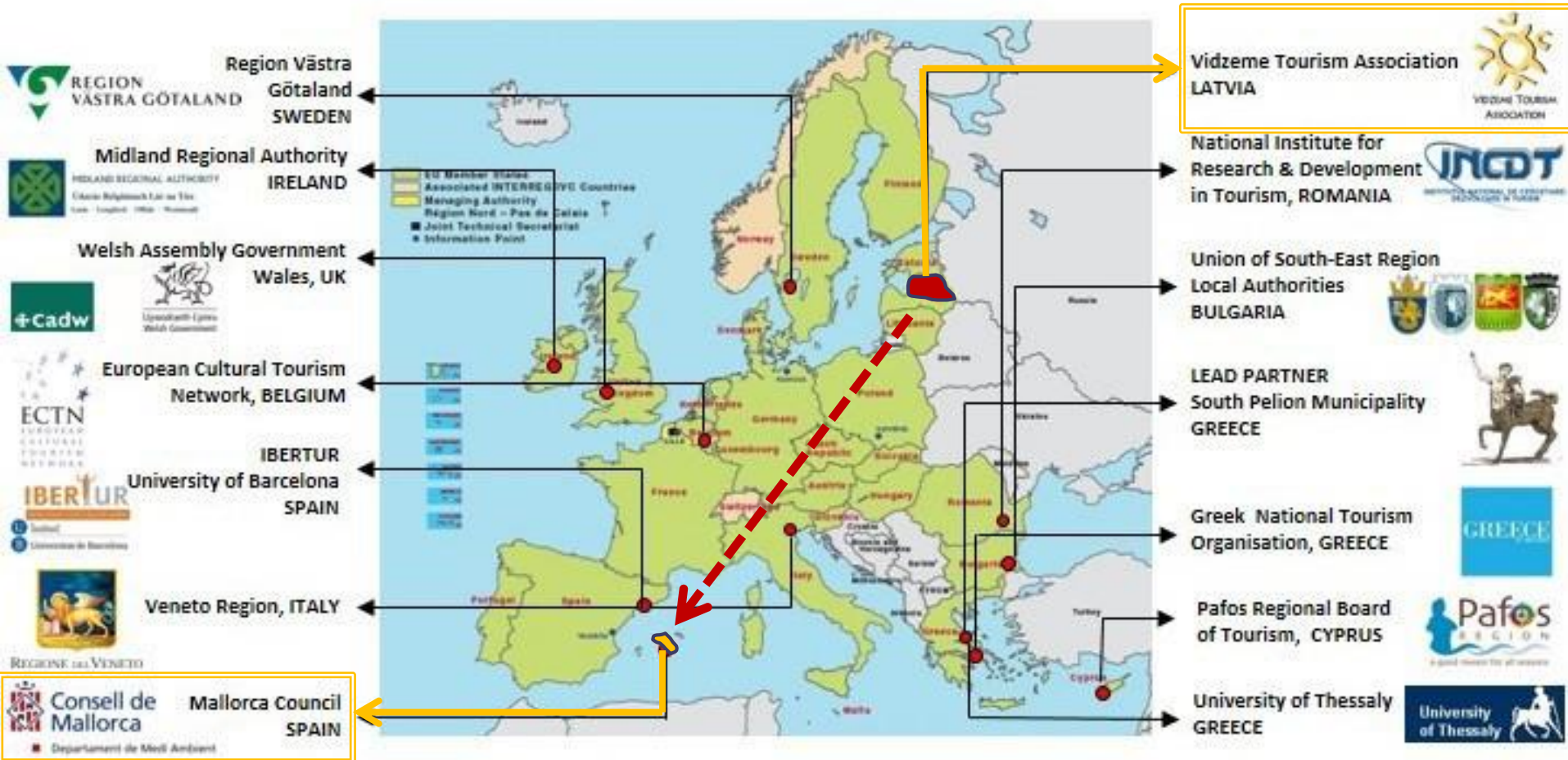
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# Visitor Information GP by Vidzeme Tourism Association (Latvia)

- Vidzeme Tourism Association (VTA):
  - Founded in 1997 as NGO
  - Around 90 members as of September 2014
    - 32 Local Municipalities of Northern Latvia
    - Local and regional tourism Entrepreneurs
    - Private Persons
    - Vidzeme University College of Applied Sciences
  - Main aim – to develop and promote tourism in Northern Latvia (Vidzeme)



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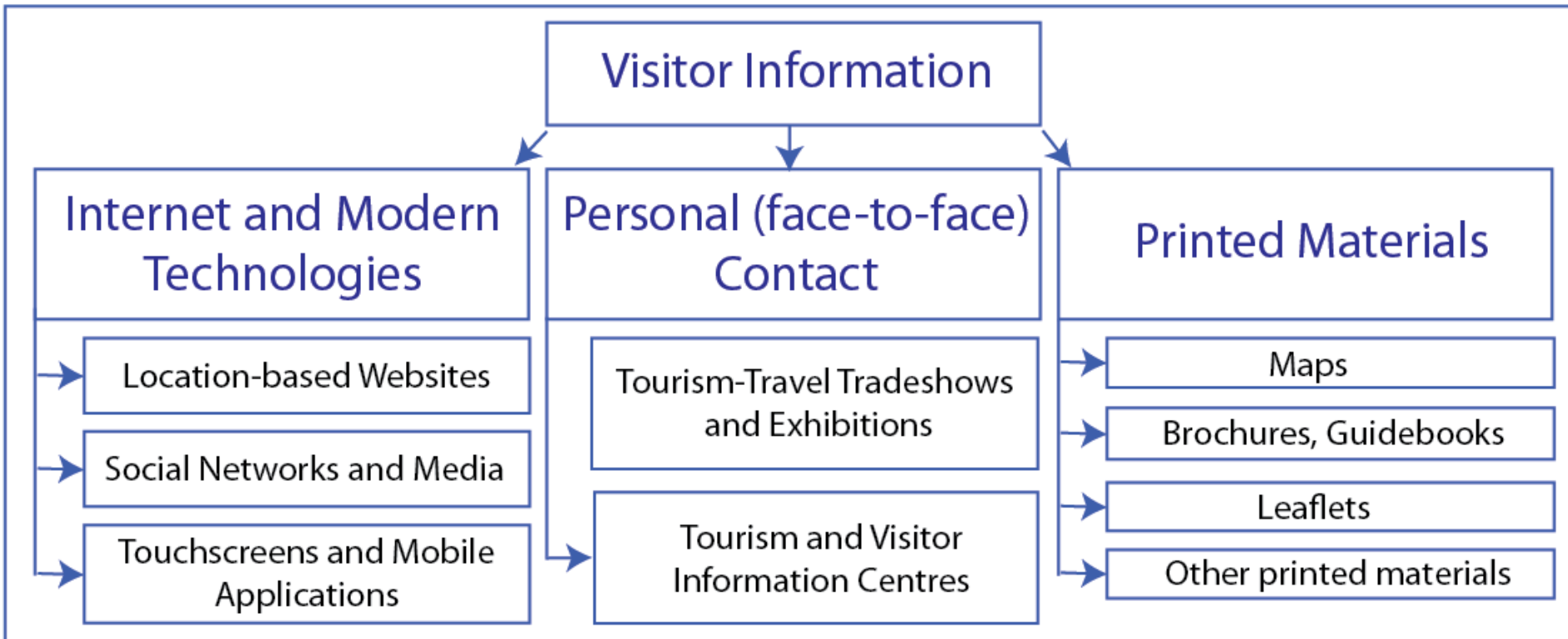


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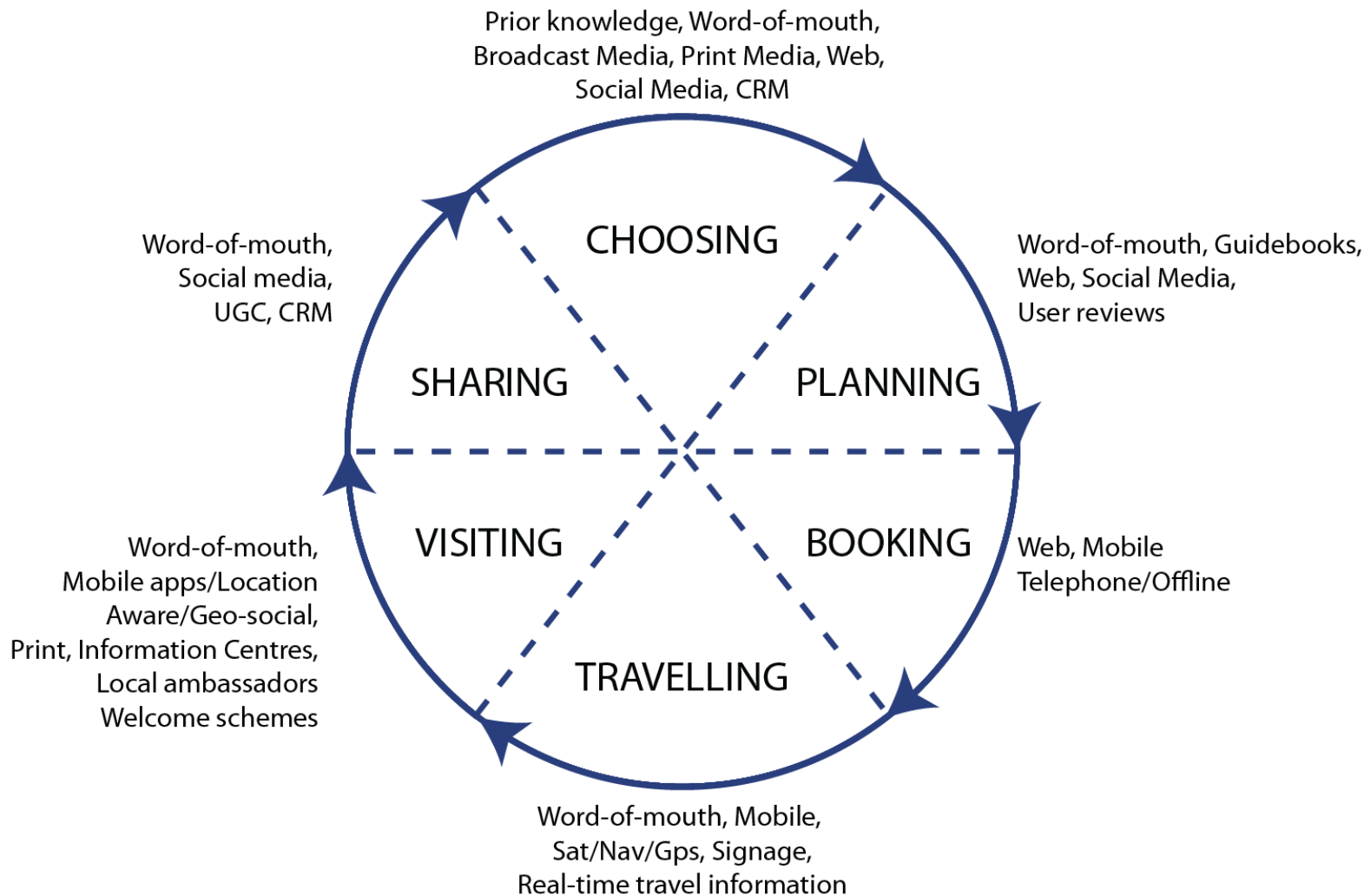


# Key Components of Visitor Information



# The Visitor Journey

## Interactions and Methods of Information Provision



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# National VI Structure of Latvia

## 1. National Level

Latvian Tourism Development Agency



## 2. Regional Level

Tourism Associations  
(e.g. Vidzeme Tourism Association)



## 3. Local Level

Local Municipalities

Tourism Information Centres/Points, Museums



[www.latvia.travel](http://www.latvia.travel)

Your official guide for  
travelling in Latvia



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www.vidzeme.com



Rīgas  
jūras līcis

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RĪGA

# VIDZEMIE

## NORTH LATVIA



Culture and  
Heritage  
Added value to  
Regional policies for  
Tourism  
Sustainability



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# VI - Face-to-Face Information Exchange



# VI - Internet and Modern Technologies

**GREECE**  
ALL TIME CLASSIC

TWEETS 19.6K PHOTOS/VIDEOS 564 FOLLOWING 1,740 FOLLOWERS 35.3K FAVORITES 9,967 More ▾

**Visit Greece**  
@VisitGreecegr

The Official twitter account of the Greek National Tourism Organisation. #Travel ideas, events, guides, answers & more about #Greece. Tweets by the web team.

📍 Greece  
🌐 visitgreece.gr  
🕒 Joined September 2010

**Tweets** Tweets and replies

**Visit Greece** @VisitGreecegr · 2h  
Connecting invisible #UNESCO threads! #Greece #travel #ttot #culture ow.ly/xyHzv

**Visit Greece** @VisitGreecegr · 4h  
Want to have an exciting journey to the past? Visit the Archaeological Museum of #Thessaloniki! #ttot #greece ow.ly/xyHut



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# VI - Printed Materials



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# Visitor Information Good Practice Transfer Process



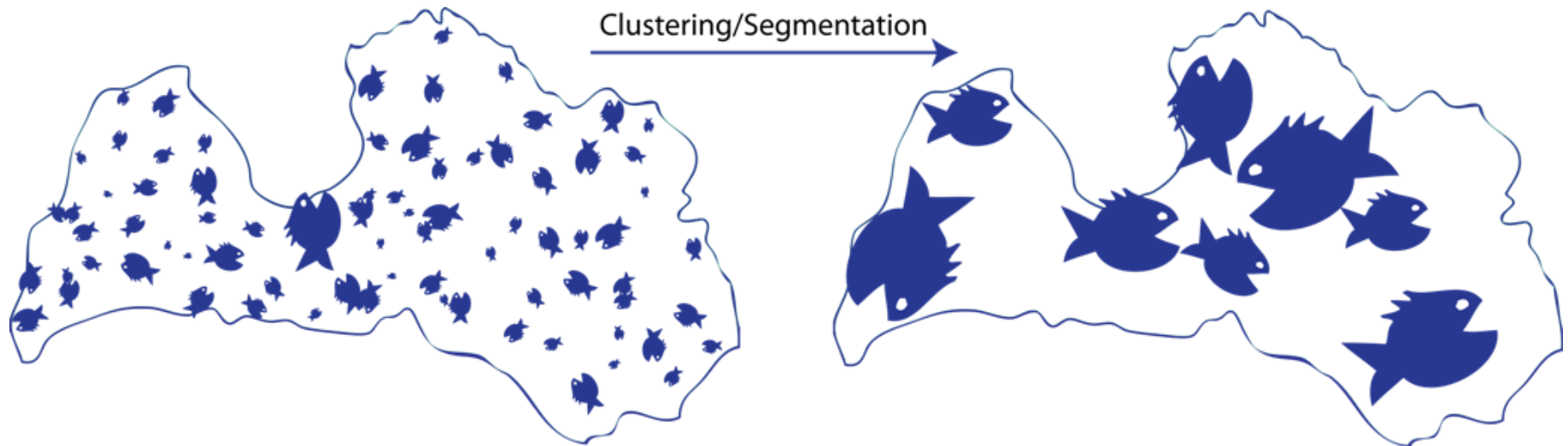
Consell de  
Mallorca



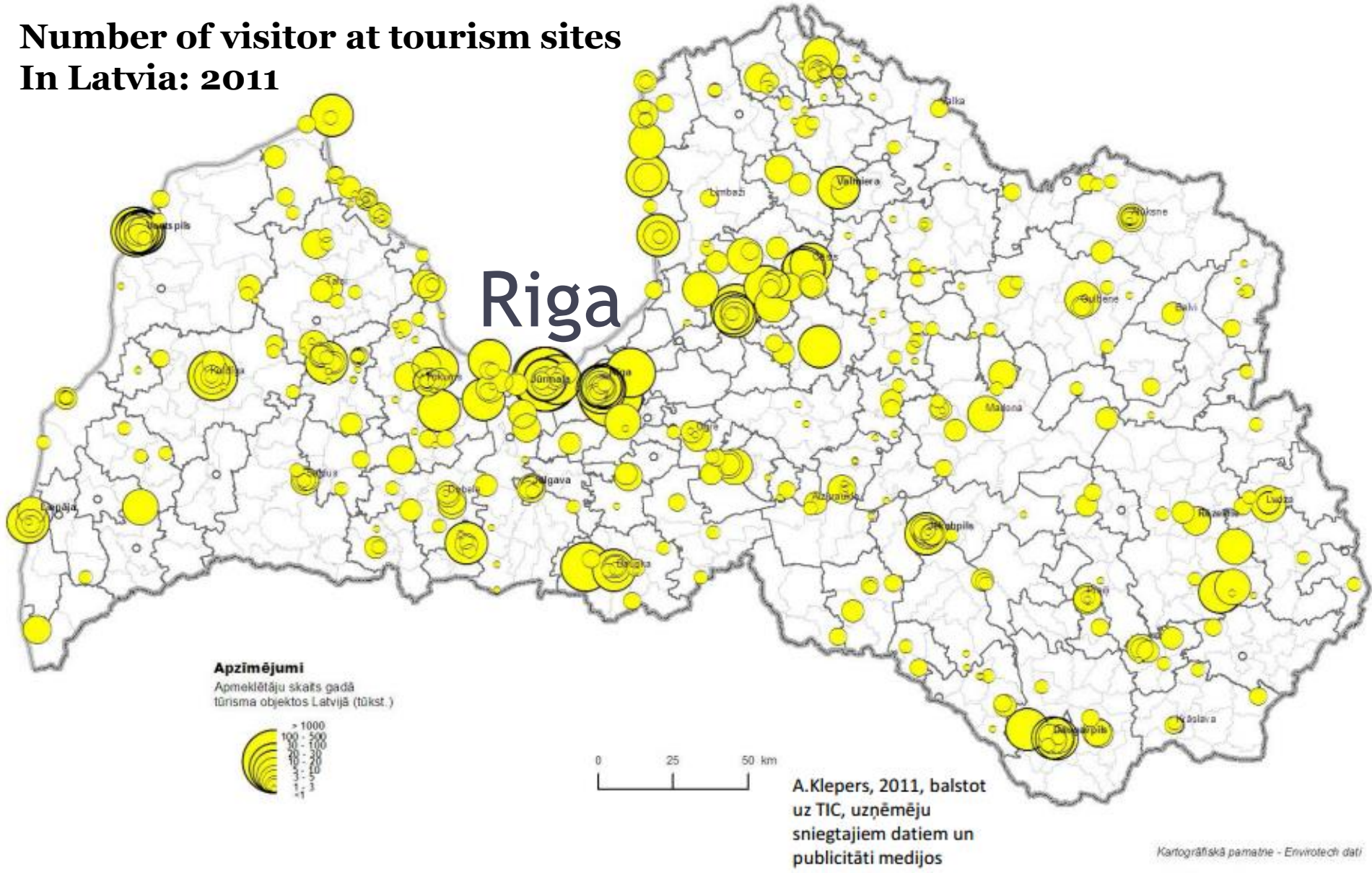
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# Good Practice Transfer

- Clustering and Cooperation at the Regional Level
  - Data Gathering
  - Data analysis
  - Policy Implications



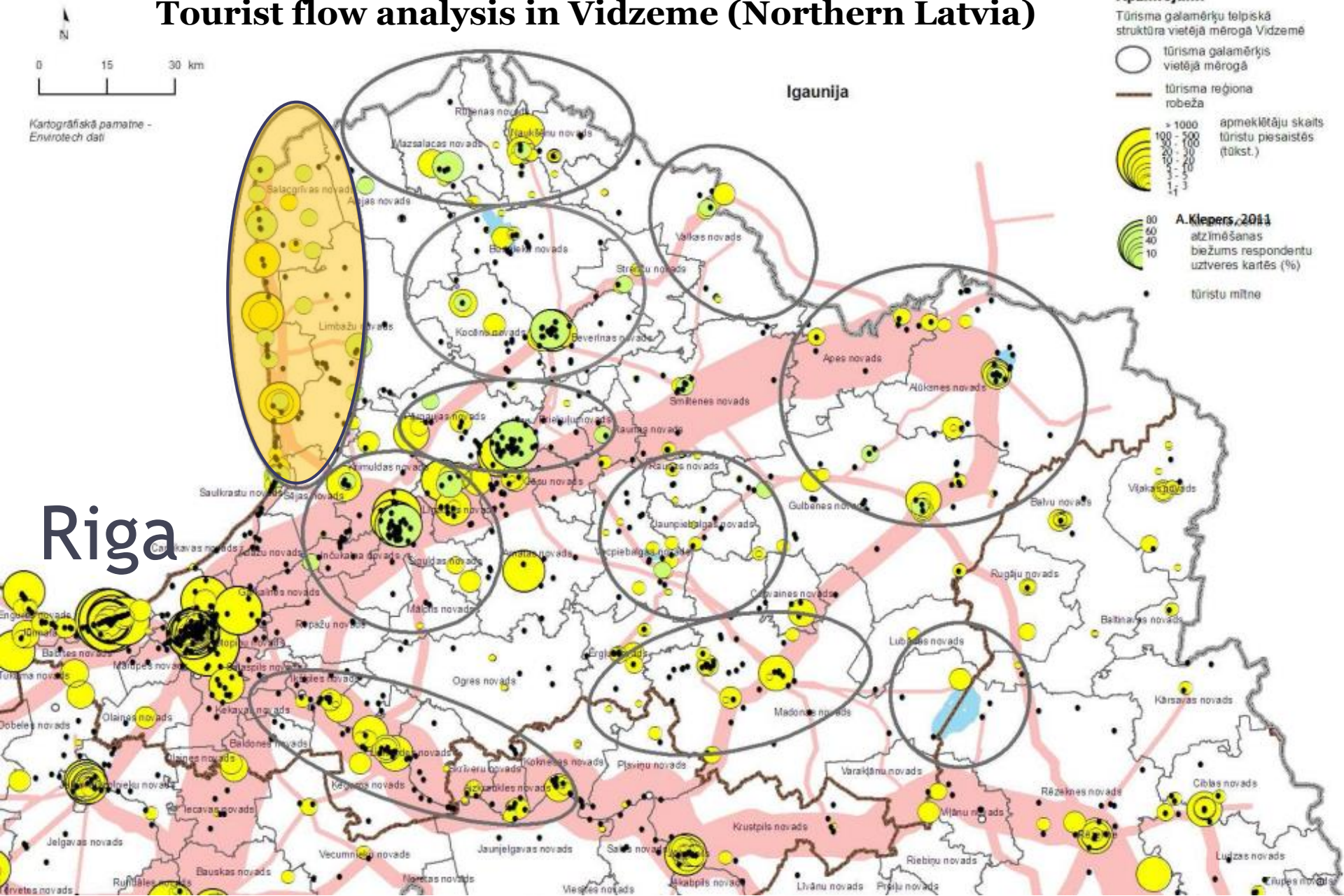
# Number of visitor at tourism sites In Latvia: 2011



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# Tourist flow analysis in Vidzeme (Northern Latvia)



Rīga



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# Vidzeme Coastal Tourism Cluster

- 5 coastal municipalities
- Common tourism maps
- Regular meetings
- Participation in exhibition with a common stand
- Common national and EU co-funded projects
- Recognition at all levels



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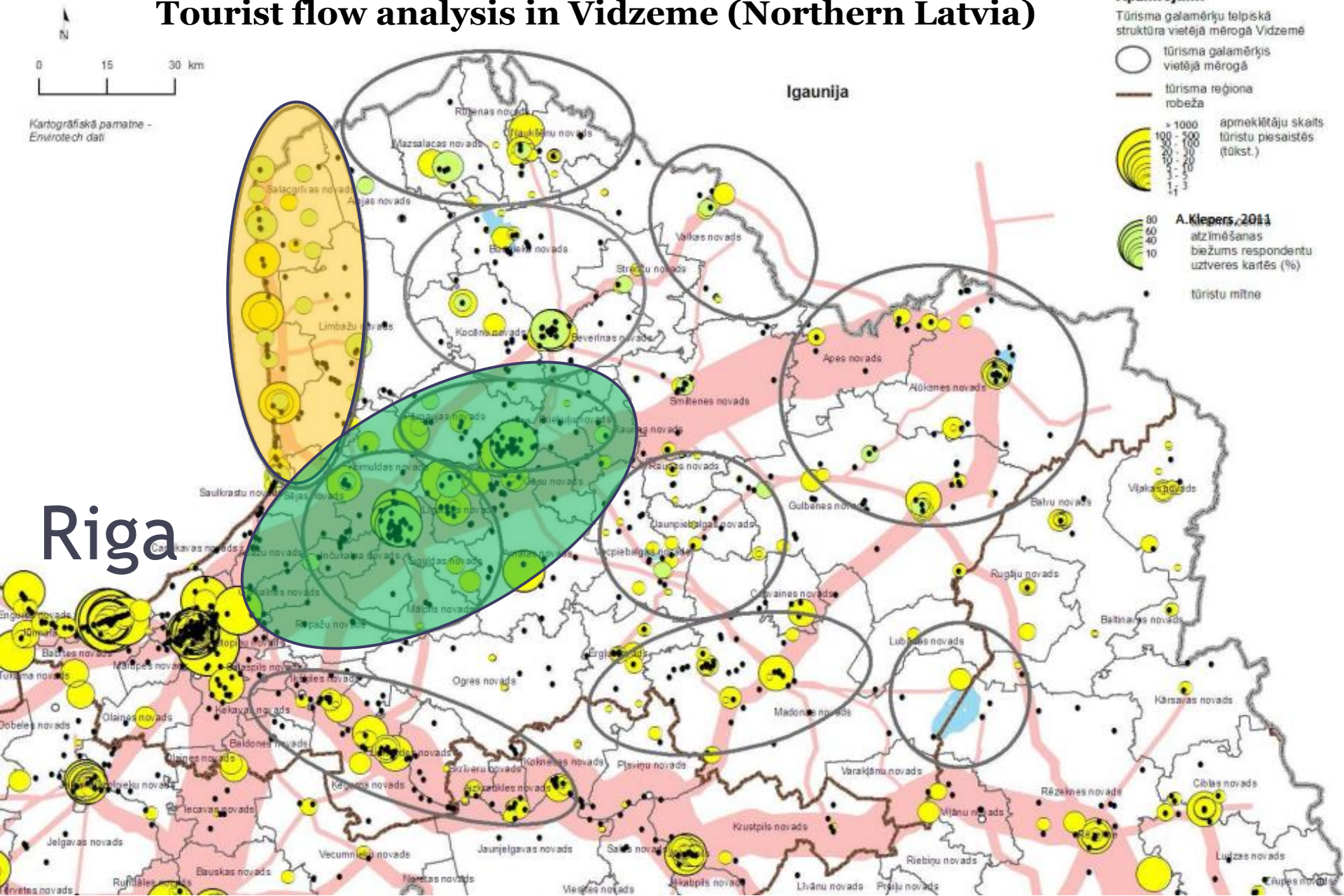




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# Tourist flow analysis in Vidzeme (Northern Latvia)



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# Gauja National Park Tourism Cluster

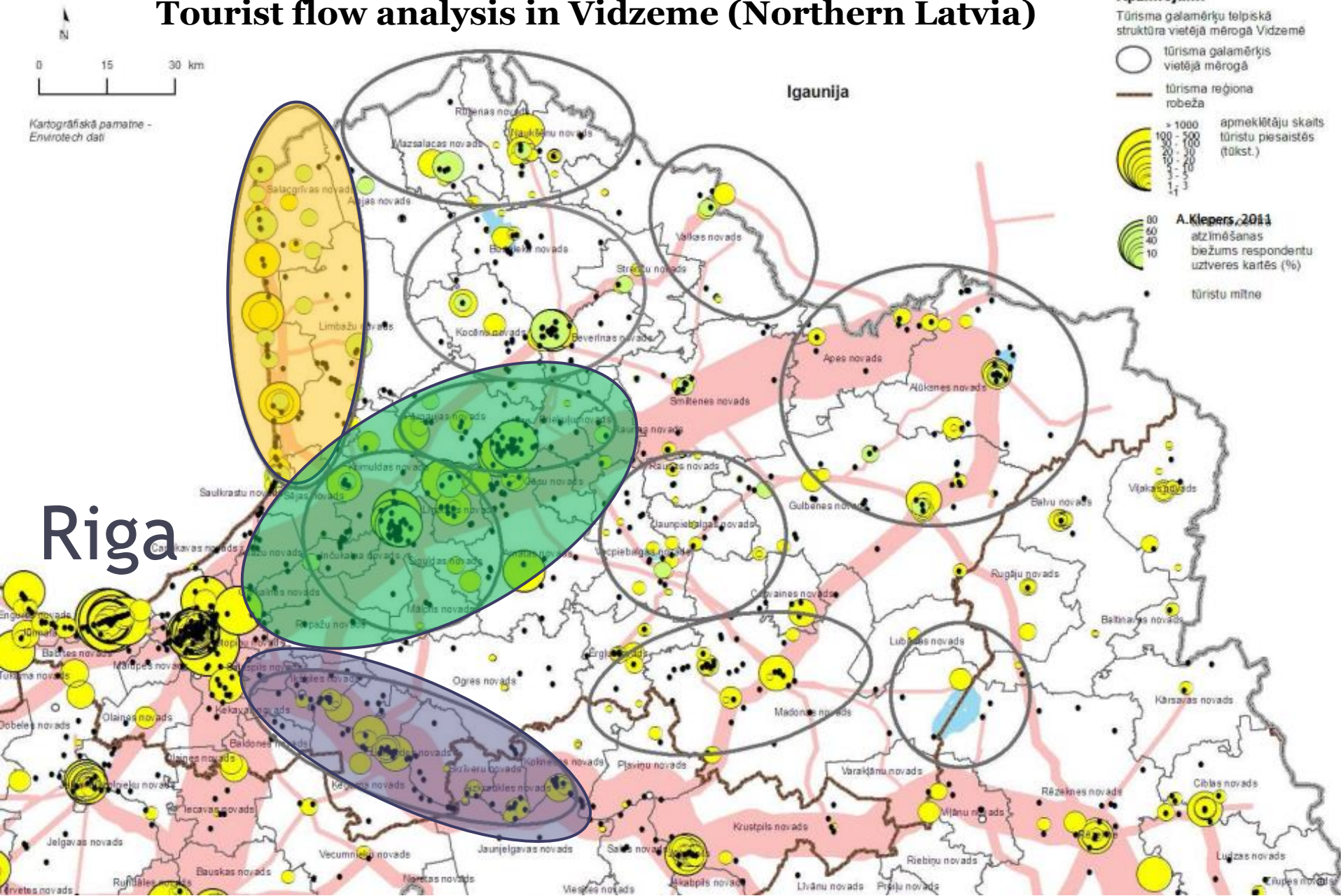
- GNP – 917 km<sup>2</sup>
- Common maps
- Common website
- Tourism fairs
- Common brand



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# Tourist flow analysis in Vidzeme (Northern Latvia)



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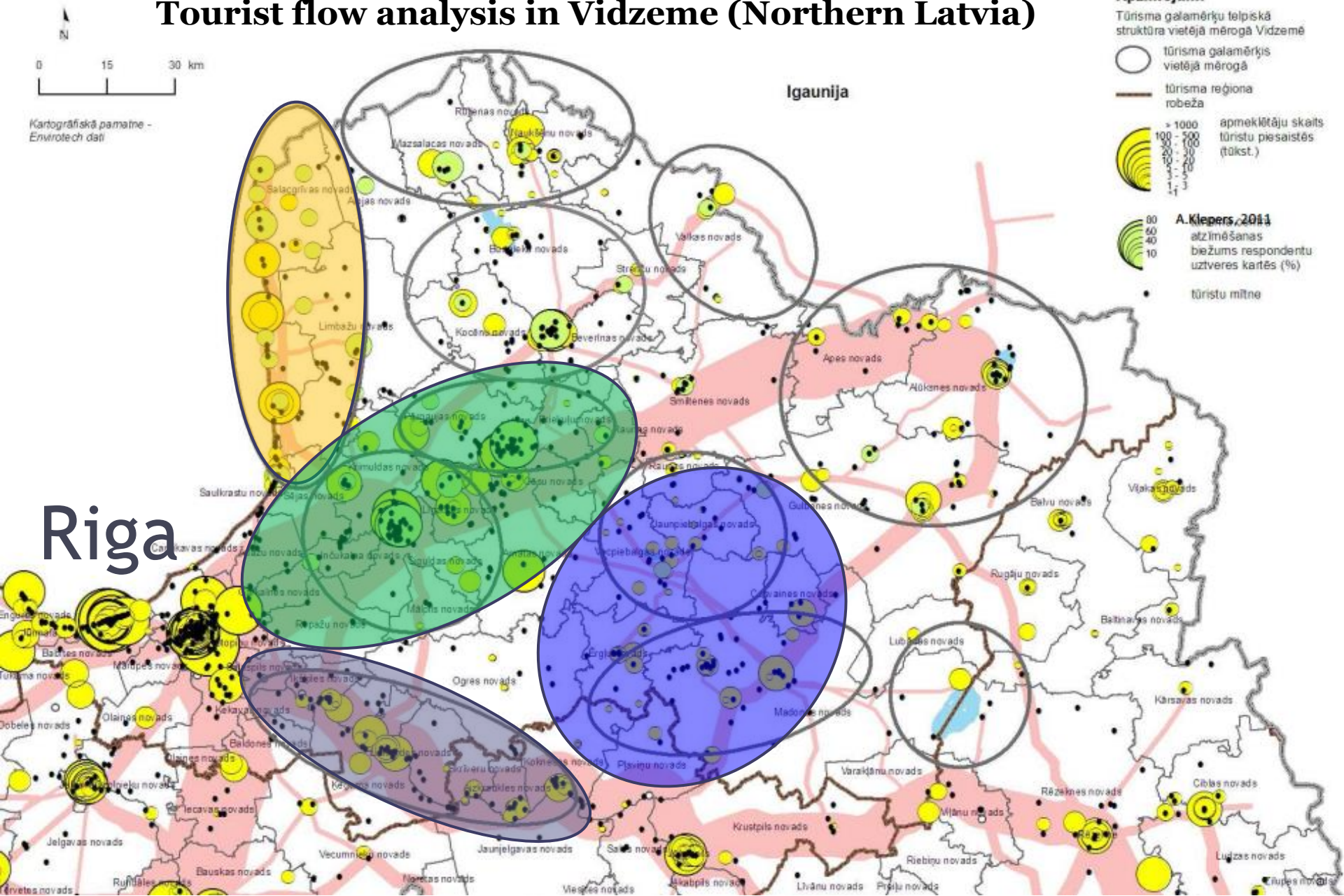
# Lower Daugava Tourism Cluster

- Common maps
- Common stand in Tourism fairs





# Tourist flow analysis in Vidzeme (Northern Latvia)



Riga



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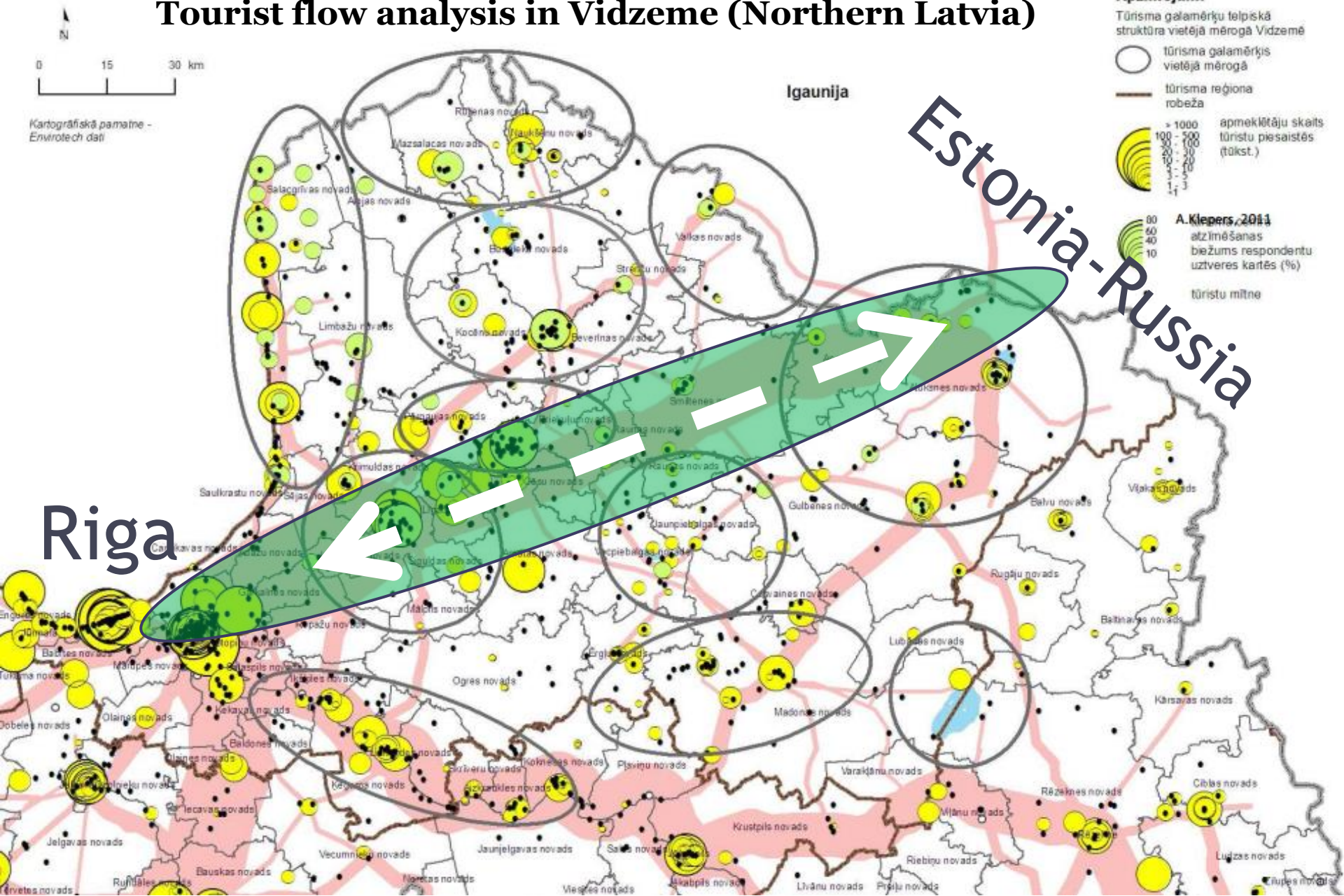
# Vidzeme Highlands Tourism Cluster

- Common tourism campaigns
- Common stand in tourism exhibitions
- Regular meetings





# Tourist flow analysis in Vidzeme (Northern Latvia)



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# Design on new products based on the tourist flow



# Conclusions and Recommendations

- Lessons learned and good VI practices adopted from the CHARTS project





# Conclusions and Recommendations

- Local seminars held after each international workshop
- 11 workshops
- More than 500 Participants



# Policy Implications

- Clusters and clustering included in the National Tourism Guidelines for the EU planning period 2014-2020
- Local municipalities allocating their budget based on the mutual agreements
- The planning of future activities based on local cooperation more than ever (common projects, planning initiatives etc.)



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Thank you very much for your attention!







Culture and  
Heritage  
Added value to  
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Tourism  
Sustainability



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